

Juice FAQs Participant Questions

1. Why did CA WIC decide to implement a rebate for juice when it limits choices for participants?

CA WIC decided to implement a rebate program because the WIC Branch earns money from the juice manufacturers for every bottle or can of contracted juice purchased by a participant with WIC checks. As a result, the money received is used to serve more participants on the program.

The number of juices is limited because we have individual rebate contracts for each flavor and form of juice. This was done in order to effectively manage the rebate contracts and bill manufacturers accurately. WIC participants have a choice of 16 juices. They can select frozen concentrate or shelf stable ready-to-drink (RTD) juice from five different flavors (apple, grape, orange, pineapple, and blended fruit). In addition, WIC participants can choose vegetable juice which comes in the RTD form only. The Program determined the flavors based on participant survey and market share data about popularity of different flavors.

2. Why can't participants get the purple grape juice in a bottle with their WIC checks?

The juice manufacturing company that won the rebate contract did not bid a purple grape juice in the RTD form. However, participants can choose from RTD Red-Grape juice or ask their local agency for WIC checks for frozen juice to purchase the contracted frozen purple grape juice.

3. What is in blended juices?

We have two types of blended juices- blended vegetable and blended fruit.

Blended Vegetable—Consists of a variety of vegetables including tomato, celery, and carrots.

Blended Fruit—Consists of a blend of juice depending on your selection. In the RTD form we offer Apple-Grape and Apple-Strawberry. In the frozen form we offer White Grape Peach, White Grape Raspberry, White Grape Pear, and White Grape Cranberry.

4. Is Vegetable Juice Cocktail really “juice”?

The rebated vegetable juice cocktail is 100% juice. However, the industry also uses the term “cocktail” for juice drinks that are not 100% juice. Most fruit juice cocktails are more like punch or juice-ades, and may have only 10 to 30 percent fruit juice. They are not allowed on WIC. All WIC authorized juices are 100% juice as written on the product label.

5. I was told that for the RTD orange juice or vegetable juice cocktail I have to buy the Store Brand, but the store brand juice doesn't have the symbol on the cap that my Shopping Guide shows. What should I do?

If you cannot find the juice with the correct symbol on the cap, then ask the store manager. It may be that this store has chosen to carry all the flavors of juices in the frozen form and thus does not have to carry all the juices in the ready to drink (RTD) form. If this is the case, you will have to return to the clinic and exchange your check for a different store or if you have an “AAV” check you just need to shop at a different authorized WIC grocery store.

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6. Can I buy Langer's Orange Juice Plus in a plastic bottle?

No. The only shelf stable RTD orange juice you can buy with the juice check is the store brand/ private label with the approved symbol on the cap, as stated on the WIC check and shown in the Shopping Guide. Because this is a rebate contract, the approved symbol helps us assure the manufacturer that we are purchasing only the contracted product.

7. Which of your juices are kosher?

Please refer to the [table of kosher juices](#). This list will be updated as changes occur.

8. I want to buy shelf stable RTD purple grape juice. However, the check only lists White-grape and Red-grape juice. What should I do?

You cannot buy shelf stable RTD purple grape juice with WIC checks. The manufacturer for the shelf stable RTD form only allows CA WIC a rebate for the white grape and red grape juice. However, you can request the contracted frozen purple-grape juice at your next WIC appointment.

9. My store does not carry the brand and flavor of contract juice that is printed on my check. What should I do?

If you cannot find the juice flavor that is printed on your check, then ask the store manager. The store is required to carry all the flavors of a juice in one form, frozen or shelf stable RTD. It may be that this store has chosen to carry all the flavors of juices in the form you did not select. If this is the case, you will have to return to the clinic and exchange your check for a different store or for the form of juice that your store carries. Call your local agency and inform them of the situation. Your local agency will advise you of your next step.

10. Can I buy juice that contains added calcium with WIC checks?

Currently there are no WIC authorized juices that contain added calcium. Formerly, Hansens Apple-grape and Apple-strawberry juice contained added calcium, but the manufacturer recently reformulated their product and they no longer contain calcium.